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GRAPHIC EXHIBITS

On

FOOD CONSERVATION *at* FAIRS & EXPOSITIONS



UNITED STATES FOOD ADMINISTRATION
Washington, D. C.



PRELIMINARY EDITION

September, 1917

—
GOVERNMENT PRINTING OFFICE
WASHINGTON

This is the time for America to correct her unpardonable fault of wastefulness and extravagance. Let every man and every woman assume the duty of careful, provident use and expenditure as a public duty, as a dictate of patriotism which no one can now expect ever to be excused or forgiven for ignoring.

—WOODROW WILSON.

I FEEL it my duty to emphasize that the food situation is one of the utmost gravity, which, unless it be solved, may possibly result in the collapse of everything we hold dear in civilization . . . The only hope is by the elimination of waste and actual and rigorous self-sacrifice on the part of the American people.

Herbert Hoover

GRAPHIC EXHIBITS ON FOOD CONSERVATION AT FAIRS AND EXPOSITIONS



I. Introductory.

II. Save the Wheat.

Exhibit on "Save the Wheat."

Demonstration in making substitute bread or "Emergency Bread."

Exhibit of "Emergency Bread" loaves.

Lunch counter for selling "Emergency Breads."

Contest in making "Emergency Breads."

III. Economy in Use of Fat.

Exhibits.

Demonstrations of soap making and fat rendering.

IV. Other Food Exhibits.

Better use of milk.

Canning, drying, etc.

V. Food and War Facts.

Information.

Registration.

Distribution of publications.

VI. Appendix.

Our Problem

Is to feed our Allies this winter by sending them as much food as we can of the most concentrated nutritive value in the least shipping space. These foods are wheat, beef, pork, dairy products, and sugar.

Our Solution

Is to eat less of these and more of other foods of which we have an abundance, and to waste less of all foods.

UNITED STATES FOOD ADMINISTRATION.



CHAPTER I

INTRODUCTORY

TWENTY-TWO hundred interstate, State, district, and county fairs and a large number of industrial and commercial expositions are held in the United States in the late summer and early autumn of each year.

Many of these are already planning exhibits, demonstrations, and contests on food conservation. Many others will doubtless find it possible to perform a service to their country through the promotion of food economy if suggestions and plans on exhibits, demonstrations, and contests are put into their hands. The main purpose of this pamphlet is to provide such material in usable form. A further purpose is to present a few of the important ideas which the Food Administration deems it most desirable at this time to bring to the attention of millions of people who will attend these gatherings.

The subjects of immediate importance for treatment in fairs and expositions are—

Save the Wheat.

Economy in Use of Fats.

Canning, Drying, etc.

Better Use of Milk.

As it is not possible to go into detail in this pamphlet, and as it is desirable to leave the final touches to the ingenuity of those preparing the material, the only attempt at completeness has been confined to the first two subjects, which may be regarded as samples.

Cooperation

A number of organizations will be interested in exhibits and demonstrations on food conservation, including the following, which are taking the leadership in conservation work in all sections of the country:

Extension Department, State College of Agriculture.

State and County Extension Agents of the United States

Department of Agriculture.

State Department of Agriculture.

State Council of National Defense.

State Division of the Women's Committee of Council of National Defense.

The first step toward a fair exhibit may be taken by any of the above, or by a local chamber of commerce, a local trades assembly, or other interested group. In many cases the management of the local fair will be first to act, the secretary calling upon the State college of agriculture or the county extension agent and others for assistance.

It is expected that the demonstrations, food exhibits, and such features as the bread-making contest and "Emergency Bread" lunch counter will come under the direct management of the College of Agriculture or county agent. In any case their approval of all details should be obtained.

Volunteer Helpers

Doubtless, through the cooperation of the interested organizations, much volunteer aid in the preparation of State and county fair exhibits will be available.

The value of using such cooperation can not be overemphasized, although the possibility of securing it is not always fully realized. Particularly is this true in the case of some of the fairs which, in the past, have not enlisted the aid of committees or groups of citizens in carrying out special educational features.

Preparation of Exhibits

The rough sketches included in the pamphlet were made with a view to their reproduction in larger form by local artists. They

may be made up on paper, cardboard, or wall board with a border or frame to give them finish. They should be as large as possible in order to catch and hold the attention of persons who would not take time to study small exhibits. Sizes suggested as effective are 30 by 50 inches or 40 by 40 inches.

Photographs of some of the displays suggested are also included, together with descriptions which will make it possible to set them up locally.

Finally, in the appendix of this pamphlet a number of directions to exhibitors are printed in the hope that they may be helpful in case amateur exhibitors are called in to cooperate in preparing the fair material.

Adaptation of Material

It is not to be expected that any fair will make use of all the suggestions offered in this pamphlet. There are too many kinds of fairs and too many variations in time, space, financial support, etc., to encourage this idea.

It is hoped, however, that some of the varied suggestions will meet the conditions of every one of the 2,300 fairs to be held in the United States this fall and that many fairs and expositions will find space and resources to make the food conservation exhibit complete.

Space Required

The exhibits, demonstrations, and activities that are described call for space of three kinds:

1. *An auditorium or other space where seats are provided.*—Here a considerable group of people may gather for the public judging of loaves of bread entered for the bread contest. Programs including informal conferences on practical home and farm conservation topics, with lantern-slide talks and motion pictures, could also be given here.

2. *Exhibit space.*—This should consist of a series of shallow booths, with wall or screen space at the back for posters and cartoons; long counters or rows of tables in front of the booths for displays of food and other objects, and a railing along the aisle.

It is estimated that the suggested space for the three topics, "Save the Wheat," "Economy in Use of Fats," and "War Food Facts,"

will be from 60 to 75 feet on the aisle with a depth of from 6 to 10 feet. This estimate is based on the use of wall space for posters or panels with dimensions of 30 by 50, 30 by 40, and 40 by 40 inches, with several inches of space between them, and an arrangement of displays on tables along the aisle as described in diagrams, illustrations, and text.

If a smaller space is used, it would be much better to omit some of the exhibits than to crowd them.

Available space will necessarily vary so greatly in different fairs that details of the division of space are not further suggested here.

3. *Space for demonstrations.*—Space and equipment for the bread-making demonstration in charge of the State college of agriculture would be agreed upon in conference between representatives of the fair association and the State college of agriculture.

Probably the ideal arrangement would be to have—

(a) A booth or railed-in space on a busy aisle; and

(b) A nearby room seating 40 to 50 people with demonstrators and equipment duplicating the aisle exhibit.

This arrangement would give the more inquiring and interested women a chance to see and hear more than is possible when standing in a busy passageway.

Commercial Exhibits

Commercial exhibits, either of foods or of appliances, however meritorious, should not be combined with the educational exhibits and demonstrations.

Commercial exhibits should be given a place quite apart from the space occupied by the food conservation and State college of agriculture exhibits and demonstrations.



CHAPTER II

SAVE THE WHEAT

A MOST important message this year on food conservation and one which lends itself to graphic presentation at State and county fairs, city expositions, and similar public gatherings is SAVE THE WHEAT..

The Reason Why

Our allies in Europe are largely dependent on us for food. We aim to send as much wheat and wheat flour as possible in preference to corn, because it can be more easily ground, distributed, and baked on the other side. The people there are not familiar with corn foods and are not properly equipped to prepare them. Corn is an American grain which we can easily substitute in part for wheat.

Subject Matter

The main feature of an exhibition on wheat saving would be displays of those palatable and nutritious substitute breads, sometimes known as "Emergency Breads," in which wheat flour is combined with other flours or other meals, corn meal being the well-known example.

Good to Eat

The so-called "war breads" of this country are literally "good to eat." Moreover, these "good-to-eat" breads were "good to eat" before the war, and will be good after the war. It is hoped that war-time conditions may lead many Americans to discover these little known but wholesome and economical breads.

"Emergency Breads" is a good title for publicity purposes. Since the term "war bread" may easily cultivate prejudice against

A
SAVE THE WHEAT
"Eat Plenty - But Without Waste"

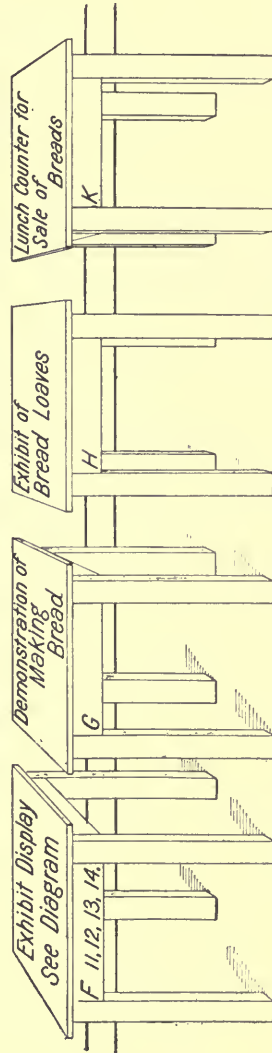
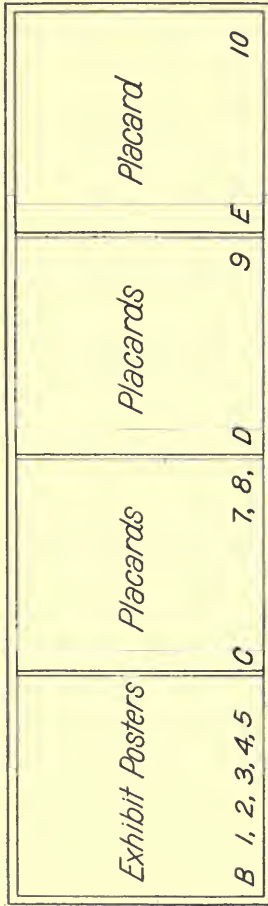


DIAGRAM OF "SAVE THE WHEAT" EXHIBITS AND DEMONSTRATIONS

A is a large sign. B, C, D, and E are wall spaces for posters and placards. F, G, H, and K are booth or floor spaces. Numbers 1 to 14 represent posters and placards for the spaces indicated. See page 11

these perfectly good foods, fair association secretaries are requested to discourage the use of the latter title.

Five Features

The "Save the Wheat" or "Emergency Bread" section of the food-conservation exhibit at a fair may well include the following features, which are described in detail on other pages of this pamphlet:

1. Exhibit on why and how to "Save the Wheat."
2. Demonstration of "Emergency Bread" making.
3. Lunch counter for selling "Emergency Breads."
4. Contests in "Emergency Bread" making.
5. Exhibit of "Emergency Bread" loaves.

"Save the Wheat" Exhibit

Exhibits in the form of posters and displays or devices as shown in the illustrations will supply answers to the questions—

Why should we send the wheat abroad?

Why not send the corn?

What will our small savings amount to?

The booth for the exhibit may be arranged as outlined in the diagram on page 10, and include the following:

1. "To Save the Wheat."
2. "Why Not Send the Corn Abroad?"
3. "A Slice of Bread a Day."
4. "If All Americans Saved a Slice a Day."
5. "Thousands of Families in Europe Would be Saved from Starvation."

Special Display Exhibit

Posters numbered 3, 4, and 5 above, illustrating "A Slice of Bread a Day," would also make an effective display series where time for preparation and exhibit space will permit.

The display would be arranged on a table not less than 3 by 4 feet, to be divided into four distinct sections by means of broad ribbons or strips of colored paper or cardboard.

On the sections would be placed the following:

1. A pile of 91 loaves of bread. Label: "A family of four saving one slice of bread apiece each day will release enough wheat for 91 one-pound loaves of bread in a year."
2. Toy ships. Label: "Bread ships for our allies."
3. A group of dolls in foreign peasant costume standing around a line of wagons labeled: "Bread made from American wheat."

Display Exhibit

"More than 50,000 Entered the Gates Yesterday" is the title for a display arranged as shown in the sketch on page 19. The sketch calls for a display based on an attendance of 50,000 people in a day.

Where the attendance is smaller for a day or a week, one barrel of flour may be shown with the label:

"See What 4,000 Visitors to the Fair Can Send to
Europe If Each One Saves *One Slice To-day*."

The figures are computed on the basis of one slice of bread containing three-fourths of an ounce of flour.

Demonstration of "Emergency Bread" Making

A demonstration of "Emergency Bread" making would be especially interesting and instructive at the fairs.

It should be brief, especially if it takes place in a booth with people standing in the aisle to look on.

In order to give the more important facts to as many people as possible, it may be desirable to actually demonstrate only the measuring and mixing of the breadstuffs. The other steps can be described briefly, and the bread when baked can be shown.

The limited space at some of the fairs may make it necessary to do the baking outside the demonstration space.

Visitors should be given cards or leaflets containing recipes for the breads demonstrated.

Information Sources

The college of agriculture of your State, through its extension division, and the county extension agents, if application is made to



"To Save the Wheat"

Use other cereals

Have one wheatless meal a day

Cut the loaf at the table

Use stale bread for cooking—toast etc.

Order from the baker

twenty four hours in advance



TO SAVE THE WHEAT

Description, page 11. Sketch for a poster in colors to summarize the wheat-saving program. Suggested size, 30 by 50 inches

them, will choose the breads suitable for use in your particular State and will select the recipes to be demonstrated and distributed among the visitors.

"Bread and Bread Making in the Home," Farmers' Bulletin No. 807, price 5 cents, Superintendent of Documents, Washington, D. C., gives recipes and valuable information regarding substitute bread made from various combinations of wheat with other flours.

Recipes for several combination breads are contained in a pamphlet entitled "Ten Lessons on Food Conservation," which will be sent free upon application to the United States Food Administrator, Washington, D. C.

Lunch Counter for Selling "Emergency Bread"

The surest way to bring people to the idea that "Emergency Breads" are good to eat is to give them a chance to taste them.

Sandwiches of these breads could be made up with egg; nut, cheese, jam, or other fillings in place of meat and offered for sale at several places, such as:

(a) At a lunch counter or cafeteria, which could itself be a feature of the food exhibit.

(b) At the bread-making exhibit, where miniature sandwiches could be sold for a cent or two.

(c) At one of the leading cafeterias or restaurants on the fair grounds; the menu card could have a line or two telling what the breads are and why they are used.

Several lunch-box combinations might be prepared. This would give a chance to offer suggestions on the better planning of lunch boxes or dinner pails for children and adults.

If sandwiches and other foods are served at a lunch counter or cafeteria, all of the foods served should conform to the Food Administration program as to the size of portions, removal of fat, use of meatless and wheatless dishes, etc.

Whatever the plan and management of the lunch counter, it should be a model of cleanliness and attractiveness. Moreover, the substitute breads served should be of the highest quality.

If possible, there should be an agreement with the fair management that no so-called "war breads" (i. e., those not conforming to approved recipes) should be allowed on the grounds. All "Emer-

Why not send the Corn abroad?



WHY NOT SEND THE CORN ABROAD?

Description, page 11. Sketch for reproduction in color. Suggested size, 40 by 40 inches

gency Breads” sold should be approved by the State college of agriculture or the county extension agent.

Contests in making “Emergency Breads”

Contests and public awards are usual features of State and county fairs. This year, in order to stimulate interest in saving the wheat flour, it is requested that the fair managements conduct contests in making “Emergency Breads.”

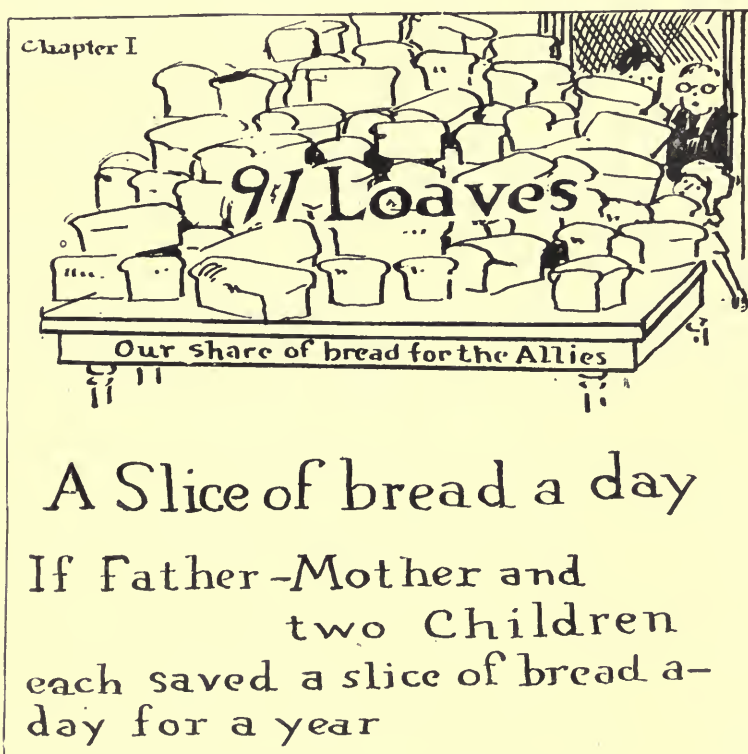
In every State, it is hoped, the State college of agriculture, through its extension division, will make early announcement of a plan for holding neighborhood, town, township, county, and State

contests in making breads of combinations of wheat flour with other flours or meals, the breads referred to in this pamphlet as substitute "Emergency Breads."

Contestants

The first step toward success in holding such bread-making contests is the securing of the largest number of contestants possible.

In view of the bread-making work already done by the girls' clubs, they will be most easily organized in many communities; but it is hoped that in many instances provision may be made for women's contests, so that mothers and housewives may receive due



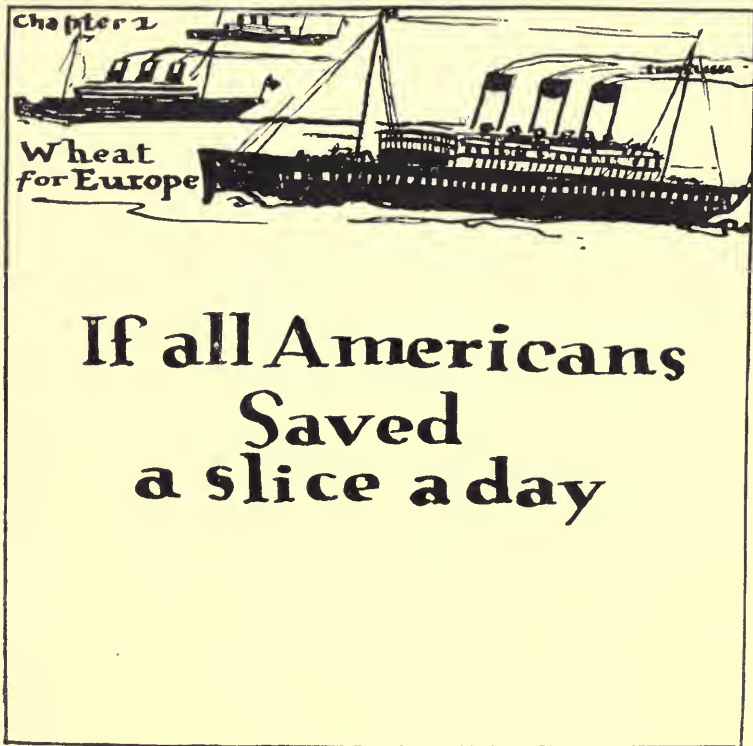
IF A FAMILY SAVED A SLICE A DAY

Description, page 11. Rough sketch for the first of the series of three, the second and third of which are shown on pages 17 and 18. Suggested size, 40 by 40 inches

recognition for their valuable share in procuring general use of these less expensive and "good-to-eat" breads.

It will be helpful, when possible, to add a series of contests for the commercial bakeries and for professional bakers in clubs, lumber camps, etc.

If the fathers and brothers want to show what they can do, a place could be made for them.



IF ALL AMERICA SAVED A SLICE A DAY

Description, page 11. Rough sketch for the second of the series of three, the first and third of which are shown on pages 16 and 18. Suggested size, 40 by 40 inches

Organizing the Contest

Each State will work out the State contest plan for itself. Doubtless in the course of the year numerous local and county contests will be held by various committees and organizations.



THOUSANDS OF FAMILIES IN EUROPE WOULD BE SAVED

Description, page 11. Rough sketch for the third of the series of three, the first and second of which are shown on pages 16 and 17

Every State and county fair secretary and all committees and individuals interested in the plan are requested, however, to confer immediately with their State college of agriculture, either direct or through their county extension agent without waiting for the announcement of the State plan. For some of the fairs held late in the fall, time may be found to carry out a detailed series of preliminary contests. A succession of these try-outs should add much to the interest in the "finals" to be conducted at the State and county fairs.

In such cases local committees may cooperate in holding neighborhood, school district, city ward, or township contests and exhibits preliminary to county and State contests.

Judging Breads in Local Contests

County contests, other than those held under the auspices of the county fair, might be judged in the county courthouse, while the township and neighborhood contests will be conducted in the schoolhouses, which are natural community centers.



Description, page 12. Sketch to show the arrangement of barrels, slice of bread, and placard in display. For text of placard see next page

The State, county, and other officials or cooperating committees would make definite public announcement as to the time and place for such judging and time for bringing in the bread, arrange seats for those who have entered the contest, provide for the public explanations to be made by the judges, and so on, including early information to be published in the newspapers as to flours and typical recipes or suggested recipes to be used, etc.

If the prize winners have been sufficiently numerous, the neighborhood and township exhibits might be staged in the schoolhouse,

More than
50,000
entered the gates yesterday

**If each one saves a slice
of bread from wasting today
there will be 12 barrels of
flour saved for the hungry
in Europe**

Description, page 12. Text and arrangement for placard. Suggested size, 40 by 40 inches

where prizes can be displayed, the winners given local recognition, and the loaves labeled according to their fine points. If the number of prize-winning loaves is small, the exhibit can be set up in a store window.

Judging Breads at Fairs

Naturally, the State and county fair judging and presenting of awards will be held in a prominent gathering place within the fair or exposition grounds.

It should be staged in an accessible and commodious auditorium meeting the requirements of the territory from which the contestants are entered, and should itself be an important educational event, another opportunity to spread the food program.

Judges

Competent judges will not only understand the good qualities to be looked for in this bread, but will also be able to explain these qualities to the audience, so that the event will not only confer honor upon the successful bread makers, but also will further the educational campaign.

The judges would be appointed or approved by the State college of agriculture or the county extension agent. This should be made

**4,179 slices
are made from
a barrel of flour**

Text for placard to be tacked to a barrel of flour in display

**See What
4,000 Visitors to the Fair
Can Send to Europe
If Each One
Saves ONE Slice
TO-DAY**

Text and arrangement of placard for display of one flour barrel and one slice of bread.
Suggested size, 30 by 40 inches

**DEMONSTRATION
OF
MAKING
“EMERGENCY BREAD”**

Text for placard to be used with demonstration of “Emergency Bread” making.
Suggested size, 11 by 14 inches

EMERGENCY BREAD
IS
 $\frac{3}{4}$ or $\frac{4}{5}$
WHITE FLOUR
AND
 $\frac{1}{4}$ or $\frac{1}{5}$
SOME OTHER FLOUR

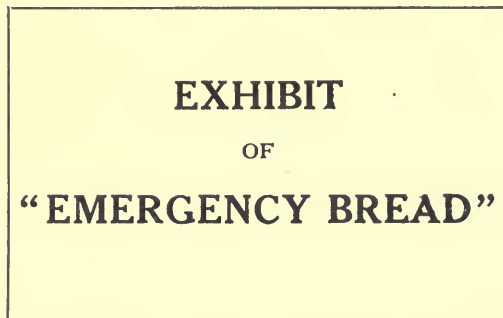
Text for placard to be used with demonstration of “Emergency Bread” making.
Suggested size, 11 by 14 inches

as official as possible, and there should be every assurance that the judges are fully prepared to judge the breads on their real merits.

Scoring

Score cards and rules for judging substitute breads will be provided by the State college of agriculture, which will receive special aid and suggestions from the Food Administration, Washington, and the Department of Agriculture, Washington.

When there are many contestants, it will probably be necessary for the judges to make preliminary examinations, choosing a few typical poor loaves and a few good ones for comparative tests, upon which to base their preliminary explanations as to the method of deciding upon the winner.



Copy for a placard to be used with displays of "Emergency Bread."
Suggested size, 11 by 14 inches

Then the judges will take up the loaves which merit a place in the final judging; and as each loaf is weighed, measured, cut, and tasted the points of excellence will be explained.

The winners will then be called to the platform and prizes and awards given to them in person.

When time will permit, several of the winners may be asked to explain their recipes and tell any helpful things learned as to methods in making bread. Additional program features may be planned when thought advisable.

Awards and Prizes

Possibly one of the chief honors will be the recognition of the winning bread makers at the judging of the breads before an audience in the schoolhouse, the courthouse, an auditorium at the State or county fair, etc.

In some localities ribbon badges indicating first, second, and third honors for each kind of bread officially recognized in the contest may be desirable.

Medals for the winners may be possible in some places, and cash or other special prizes may be offered where thought desirable.

Some committees may care to offer as a prize the official Food Administration uniform for housewives. It can be obtained from the Food Administration, Washington, D. C., or from local department stores. Patterns for making the uniforms may be secured of the Food Administration, so that local committees can make the uniforms easily and at a cost of not usually above a dollar each. (See illustration, p. 47.)

State and National Honors

In some States special honors may be offered the winners in each kind of "Emergency Bread" making, if local arrangements can be made.

The names of the chief winners may be recommended to the United States Food Administration for certificates of merit and service. The recipes used by the winners will accompany their names and addresses when sent to the Food Administration.

Classified Contests

In most States three or four different "Emergency" breads will be suggested by the extension division of the State college of agriculture. This will mean separate judging and awards for each kind of bread, because no two kinds of bread can be compared or judged by the same score card.

Any contestant may enter any or all the kinds of "Emergency Bread" officially recognized in any State.

Exhibits of "Emergency Bread" Loaves

Exhibits of prize loaves and of other loaves conforming with the minimum standard announced by the judges should be arranged wherever possible in connection with State and county "Emergency Bread" contests.

Doubtless in many cases the county fair and State fair officials will ask every contestant to send several loaves and will have an exhibit in connection with the United States Food Administration exhibits and demonstrations.

See diagram, page 10, for location of space for display of "Emergency Breads."



CHAPTER III

ECONOMY IN THE USE OF FATS

WE are the greatest fat wasters in the world. We habitually waste fat in the kitchen and on the table, in hotels, restaurants, and homes.

We need to save fat and pork products for our allies. We use fat in countless ways in the manufacture of things needed to win the war. Therefore, as a nation, we can not afford to go on wasting, even if we are willing to be extravagant personally.

If every American saved one-third of an ounce of fat wasted daily, a quantity equivalent to one of the butter balls or pats of butter that we serve at a meal, it would amount to 395,000 tons in a year—an important saving in the present emergency.

Subject Matter of the Exhibit

It is important to show by means of exhibits and demonstrations:

1. The extent of fat wasting.
2. The emergency needs for saving fat.
3. The ways in which fat can be saved in the home.

Space

The exhibits described below could be displayed in a booth with a frontage of 24 feet on the aisle and wall space or screens for five large posters. (See diagram, p. 26.)

These exhibits as a whole are suggested mainly for the larger fairs and industrial expositions, where there will be adequate space and equipment. Suitable selections can be made where space is limited.

The chief equipment called for is a row of tables or a counter along the aisle on which glass-covered cases can be placed for displays of food.

It will be necessary to replace the food that spoils from day to day. This may be made easily possible through the cooperation of

M
 "ECONOMY IN USE OF FAT"
 "Eat What You Need and Save What You Don't Need"

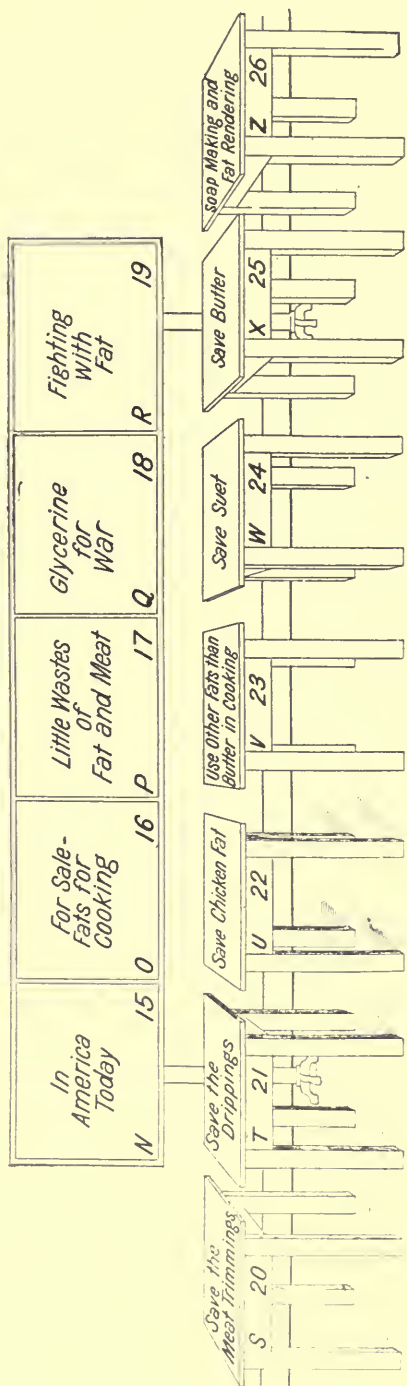


DIAGRAM OF "ECONOMY IN USE OF FAT" SECTION

M is a large sign. N, O, P, Q, and R are wall spaces for posters. Numbers 15 to 19 represent posters and placards for the spaces indicated. Numbers 20 to 26 represent photographs of the exhibits for exhibit spaces S, T, U, V, W, X, and Z. See page 25

a volunteer committee of women, each member becoming responsible for preparing the food in one of the displays described.



SAVE MEAT TRIMMINGS

Description, page 28

Displays

Illustrations of a number of displays on economy in the use of fats are shown on the accompanying pages.

If it is possible to use only part of the displays, the two on
"Why Use Butter in Cooking" and
"Save Butter"

are suggested as of chief importance.

Descriptions in more detail are given in the following paragraphs.

1. Save the Meat Trimmings

In the display described below any suitable meat widely used locally may be substituted for the boiled ham.

Center: On a platter part of a boiled ham is ready to serve, with carving knife and fork beside it. Several slices showing fat on the meat and several other slices with fat trimmed off are lying on opposite sides of the platter.



SAVE DRIPPINGS

Description, page 29

On the left: A plate contains one slice of ham with fat on the meat. Portions of vegetables beside the meat and a knife and fork will suggest the serving of an individual portion of a meal.

Beside this is a second plate, from which the meat and vegetables have been eaten, with soiled knife and fork lying across the plate. *All the fat from the slice of meat has been left on the plate.*

At the right of the platter: A plate contains a slice of ham *with fat trimmed off* and vegetables and knife and fork as above.

A second plate is "clean," showing that there has been no waste. On a plate in front of the boiled ham are a dozen small gingerbread cakes.

In front of this plate are two level tablespoons of fat.

Label:

REMEMBER JACK SPRATT

Why serve the fat to those who
don't care for it?

The trimmings from six slices of ham
shortened this gingerbread.

(See photograph on p. 27.)



SAVE CHICKEN FAT

Description, page 32

2. Save Drippings

One of the greatest sources of waste is in throwing away sausage and bacon drippings.



USE OTHER FATS THAN BUTTER IN COOKING
Description, page 33. Table of Uses in Appendix, pages 51 and 52



SAVE SUET—Description, page 34

The display to bring this out consists of—

A pound of cooked or uncooked sausage in a dish or frying pan.

A jar of fat obtained from one pound of sausage.

Label:

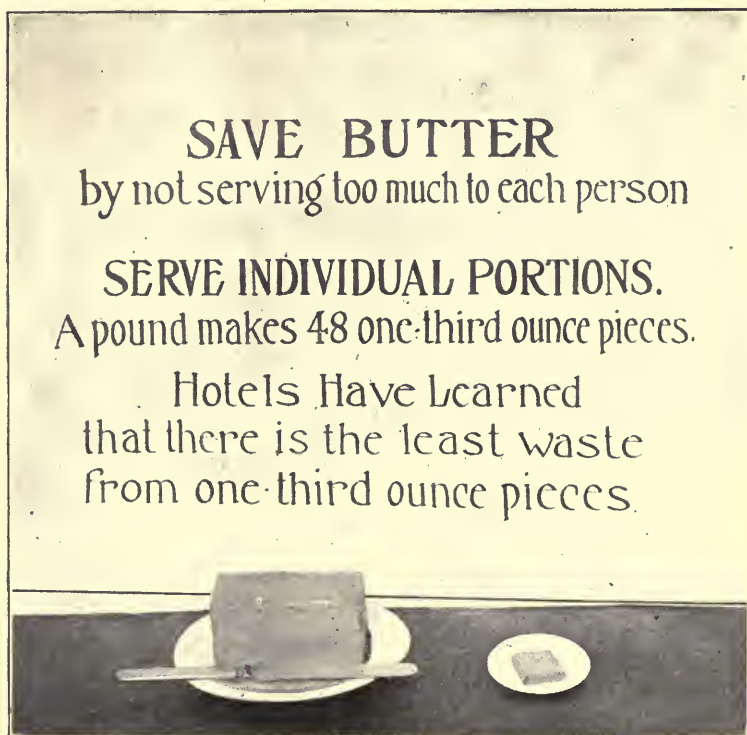
“Fat from cooking 1 pound of sausage.”

Fried potatoes or other food prepared with sausage drippings.

Label:

“Every spoonful of drippings is valuable in cooking.”

(See photograph on p. 28.)



SAVE BUTTER
Description, page 35

3. Save Chicken Fat

Chicken fat, which is especially valuable in cookery, is frequently thrown away in the home, or, if dressed poultry is purchased, the fat is left at the market.



IN AMERICA TO-DAY

Description, page 37. Rough sketch from which a poster in colors may be produced.

Suggested size, 30 by 40 inch card with wide margin

- A display to suggest this saving consists of—
A fowl cut up showing the location of the yellow fat.
Chicken fat in a jar ready for use.
A cake shortened with chicken fat.

Label:

CHICKEN FAT IS OFTEN WASTED

The French housewife thinks it is the finest shortening for cakes.

(See photograph on p. 29.)

For Sale
fats for Cooking
\$4.50 a pound

**An advertisement from somewhere
in Germany July 1917**

**We don't want famine
prices for fats in America**

FOR SALE—FATS FOR COOKING

Description, page 37. Sketch for a poster in red and black

4. Use Other Fats than Butter in Cookery

Other fats are as good in cookery as butter and their substitution saves the butter and much fat that would otherwise be wasted.

It is suggested, therefore, that the central and most conspicuous feature of the booth on "Save the Fats" shall be a display showing a variety of cooking fats and the uses of each.

Such a display may consist of a row of labeled jars of fat on a shelf at the back of a table, together with a row of foods on the table below, as shown in the photograph entitled "Why Use Butter in Cooking?" A table of fats and their uses will be found in the appendix.

(See photograph on p. 30.)

**Little Wastes of Fat and Meat
by Most Americans
Equal the Total Loss of
Great Herds of Cattle
and
Vast Numbers of Hogs**

LITTLE WASTES OF FAT AND MEAT

Description, page 37. Copy for a placard for wall back of display of fats used in place of butter. Suggested size, 40 by 40 inches

5. Save Suet

Suet is a valuable cooking fat which is often discarded.

The display to show this would include—

A piece of meat with suet as purchased.

The suet cut up in a jar or saucepan.

Rendered suet in a jar ready for use.

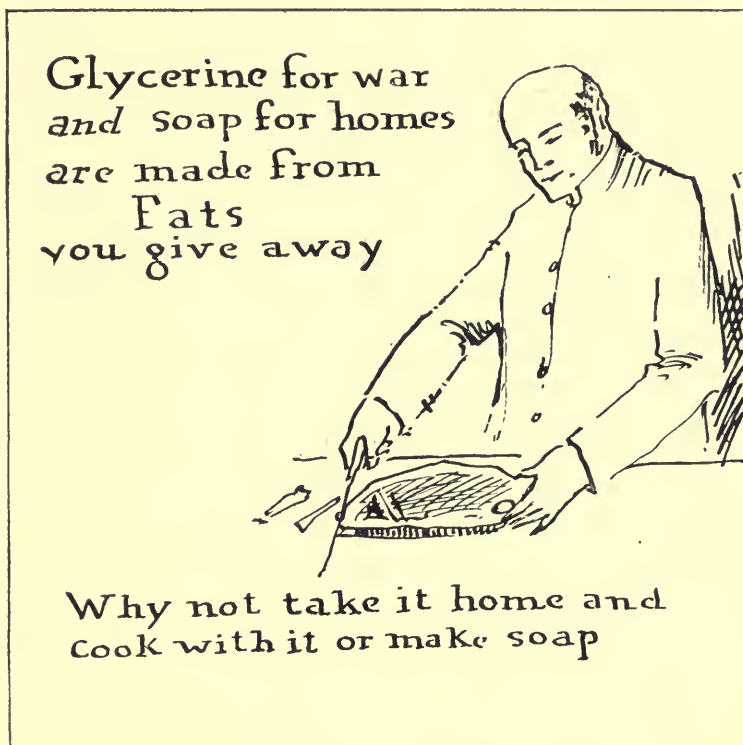
A plate of biscuit and a dish of cream sauce.

Label:

SUET

Has many uses in cooking.

(See photograph on p. 30.)



GLYCERINE FOR WAR AND SOAP FOR HOME

Description, page 37. Rough sketch for a poster to suggest a butcher throwing into a box scraps of fat which a customer has paid for. Suggested size, 40 by 40 inches

6. Save Butter

We may save butter by serving smaller portions; not because we should attempt to decrease materially the use of butter on the table, but because so often the portion served is larger than is needed or even desired. Although that which is left on the butter plates might be utilized for cooking, cheaper fats should be substituted for that purpose.

A display to suggest the saving would be as follows:

A left-over piece of butter mixed with crumbs and other food waste on a plate.

A pound brick of butter with knife lying beside it and a one-third ounce piece on a butter plate nearby. Painted blocks of wood may be used instead of actual butter.

Fighting with Fat

A Contest in
Efficiency



MARS—

There's only one hammer Sam—you're next

FIGHTING WITH FAT

Description, page 37. Rough sketch of a poster to be reproduced in color.
Suggested size, 30 by 50 inch card, allowing wide margins

Label:

SAVE BUTTER

by not serving too much to each person

SERVE INDIVIDUAL PORTIONS

A pound makes 48 one-third ounce pieces.

Hotels have learned that there is the least waste from one-third ounce pieces.

(See photograph on p. 31.)

7. Demonstrations of Soap Making and Rendering Fats

Left-over fats may be rendered for cooking or used for home soap making.

A demonstrator may display the exact proportions of water, lye, and fat for good homemade soap. (Good recipes are given on the cans of lye.)

Poster for wall:

**IF YOU ACCUMULATE MORE FATS
THAN YOU CAN USE IN COOKING,
WHY NOT MAKE SOAP?**

A demonstration of rendering and clarifying of fats for use in cooking is desirable. If the actual process can not be carried out, it should be described and the utensils and the fats in various stages displayed.

Posters for War Exhibits

A number of suggestions for posters to be used on the back wall of the booth have been sketched in the rough and are reproduced in pictures on pages 32 to 36. The idea in all of them is to warn the American people to save fat now so that there will be no possibility of a shortage of this important form of body fuel. They should be arranged in the following order:

(a) "In America To-day."

(b) "For Sale—Fat for Cooking."

- (c) "Little Wastes of Fat and Meat."
- (d) "Glycerin for War and Soap for Homes."
- (e) "Fighting with Fat."

A summary of the important "talking points" for explainers and demonstrators is contained in the following extracts from the Home Card of the United States Food Administration:

Dairy butter has food values vital to children.

Therefore, use it on the table as usual, especially for children.

Use as little as possible in cooking.

Reduce the use of fried foods to reduce the consumption of lard and other fats.

Use vegetable oils, as olive and cottonseed oil.

Save daily one-third of an ounce of animal fat.

Waste no soap; it contains fat and glycerine necessary for explosives.

You can make scrubbing soap at home, and, in some localities, you can sell your saved fats to the soap maker, who will thus secure our needed glycerine.



CHAPTER IV

OTHER EXHIBITS

Better Use of Milk

The advice of the Food Administration on better use of milk is:

“Use it *all*.

“The children must have whole milk.

“Therefore use less cream.

“Use every drop of skim milk.

“Use buttermilk, skim, and sour milk for cooking and making cottage cheese.”

If exhibits are prepared on the use of milk, it is urged that two points be emphasized, namely, that parents should not cut down their purchases of milk for children and that all skim milk should be used.

Exhibits of cottage cheese and of various appetizing dishes that can be prepared with combinations of cottage cheese and other foods would be valuable in promoting a wider use of this nutritious food as a substitute for meat.

Canning, Drying, etc.

A large majority, if not all, of the fairs have undoubtedly made preparations for extensive exhibits of canning and drying. Through the organization of boys' and girls' clubs, interest in these exhibits is already keen and widespread. Since so much has already been done by the United States Department of Agriculture, State colleges, and other organizations in stimulating interest in these subjects, it does not seem necessary here to describe exhibits on this important topic.

If such exhibits and demonstrations are planned, points to be emphasized in conformity with the home-instruction card of the United States Food Administration are:

“Use more fruits and vegetables.

“Double your use of fruit, potatoes, and green stuffs.

“Store potatoes and other roots properly and they will keep.

“Can or dry all surplus garden products.”





CHAPTER V

FOOD AND WAR FACTS

THE title "Food and War Facts" is suggested for a booth where an active effort to obtain the cooperation of fair visitors in the food-saving program is centered. Here visitors may be invited to sign the national food pledge and to ask questions about any phase of the food-saving program.

This booth should be planned and managed by the Federal Food Administrator, or volunteers approved by him, in association with representatives of the various National and State organizations cooperating in the State food campaign.

Information

Home window cards, size 6 by 9 inches, provided by the United States Food Administration and displaying the official emblem, would prove an interesting and attractive decoration for such a booth. Usually it is most effective to group closely four to six copies of the same card with several inches of space on all sides.

A few additional wall posters and placards may be used, but there exists the great danger of using too much material, so that the busy and weary visitors may miss the detail. A list of slogans that may be used for posters is given on page 53.

The poster shown on page 43 is suggested as the central feature. This comes in the size 21 by 29 inches. Copies of this poster and of other Food Administration posters may be obtained by applying to the Federal Food Administrator of your State. Among those available, posters entitled "Our Problem," "Food," "Eat for Your Country," and "Save" are especially suitable.

Women in attendance at the booth may, as an additional feature, appear in the Food Administration uniform which is illustrated on page 47. Orders for patterns, which are supplied by the Food

Administration at 10 cents each, could be taken at the booth so that any housewife may make a uniform for home use.

Registration

One of the chief activities of the booth is the obtaining of pledges from both men and women to observe the suggestions of the Administration. Various methods may be introduced for enlivening the pledge campaign. As each pledge is signed it might be recorded on a cash register or by the striking of a gong. At intervals the total of pledges received are chalked on a blackboard or the hands of a large cardboard clock are moved around as the number of pledges received approaches the number set as the mark which the managers hope to achieve. When convenient, the number of pledges received could be telegraphed to the United States Food Administration, Washington, at the close of the fair, in which case the plan should be advertised while the fair is in progress.

Pledges and instruction cards in the desired number can be obtained on application to the Federal Food Administrator, and it is suggested that the housewives who sign the pledge be given the instruction cards as reminders to be hung in the kitchen. Business men and women will receive a pocket instruction card, which can be carried to restaurants and other public places. The cards give in brief and convenient form the things which those who sign the pledge agree to do.

Question Box

Undoubtedly a large number of questions will be asked concerning details of the Food Administration program in both State and Nation. Those questions which can not be answered readily by the attendants may be dropped into the question box and forwarded to the Food Administrator. The Food Administration will gladly cooperate with the local newspapers which might carry a question and answer column on food conservation.

Pamphlets for Distribution

There are a number of pamphlets of the Department of Agriculture and the State colleges of agriculture which give valuable infor-



Description, page 41. Photograph of a poster 21 by 29 inches, in color. Suggested for use in "Food and War Facts." Copies may be obtained from State Food Administrator

mation for carrying out the food-saving program. It is suggested that a carefully selected group of these pamphlets be displayed and information given as to how they may be obtained.

The more freely such material is distributed the more lightly it is considered. A desirable method is merely to display publications and indicate where they can be obtained. It may be well worth while to sell stamped and addressed post cards or envelopes which can be mailed from the fair, enabling people to send their orders at once. Of course a limited quantity of selected pamphlets may be kept on hand for use among those particularly interested.

CHAPTER VI

APPENDIX

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INFORMATION SOURCES

The State college of agriculture, through its extension division, will be the natural first source of information as to exhibits, demonstrations, and contests for cities and towns as well as neighborhoods.

The Federal Food Administrator will be the first source of information as to publications and printed matter suggested in this pamphlet and all matters in which the United States Food Administration is concerned.

Questions not referred either to the State college of agriculture or the Federal Food Administrator may be sent direct to the United States Food Administration, Washington, D. C.

Local Center of Information

Locally, in all counties where there is a county agent of the State college of agriculture or of the United States Department of Agriculture, this county agent will be a source of information and cooperation in working out exhibits, demonstrations, and bread-making contests.

Additional Copies for Helpers

Additional copies of this pamphlet will be supplied upon request for use by committees and individuals engaged in working up exhibits and demonstrations for fairs.

Press Material

Several press "stories" descriptive of interesting features of the exhibits and contests for advance local use will be supplied to fair association secretaries who send request for same to the Food Administration.

Advance Information and Reports Requested

Copies of advance publicity of fair and exposition exhibits on any phase of food conservation and photographs of such exhibits will be most welcome. Please send "glossy" prints of photographs when convenient.

Advance information as to exact date of your fair will be appreciated, together with information as to the committees or organizations cooperating in the preparation and management of the food conservation exhibits and demonstrations.

Reports at the close of fairs are requested, including lists of exhibits, estimates of numbers of visitors, interesting incidents, and whatever else may be sent conveniently to the United States Food Administration, Washington, D. C.

THE HOUSEWIVES' UNIFORM

Demonstrators, explainers, and other attendants may wear the official Food Administration housewives' uniform, which is illustrated on the opposite page.

These uniforms may be made easily for \$1 or less by means of the paper patterns supplied at 10 cents each (sizes 32, 34, 36, 40, and 44), Food Administration, Washington, D. C.

Conservation marks every feature of this pretty and serviceable house dress, which has been designed to save time and effort. It is easy to launder, as the dress opens to the bottom of the skirt, while the cap unclips into two flat pieces. It slips on like a coat and is held with one button, which fastens straps in the back. Large pockets and detachable cuffs, which can be removed for kitchen work, are convenient features. The double-front panel doubles the time between washings, as one panel when soiled can be covered by the other.

The dress is made of blue material, with white collar, cap, and cuffs. The shield of stars and stripes surrounded by heads of wheat, official insignia of the Food Administration, is placed on cap and sleeve.

FEDERAL FOOD ADMINISTRATORS

The following gentlemen have been approved by the President for appointment as Federal Food Administrators in their States.



OFFICIAL HOUSEWIVES' UNIFORM
See opposite page

Their duties are to administer the provisions of the Lever bill so far as they apply to internal State matters and to coordinate the State food activities, either official or voluntary, such as the State Councils of Defense, etc., with the Federal Food Administration:

ALABAMA	RICHARD M. HOBBIE, <i>Montgomery.</i>
ARIZONA	TIMOTHY A. RIORDAN, <i>Flagstaff.</i>
ARKANSAS	HAMP WILLIAMS, <i>Hot Springs.</i>
CALIFORNIA	RALPH P. MERRITT, <i>San Francisco.</i>
CONNECTICUT	ROBERT SCOVILLE, <i>Hartford.</i>
FLORIDA	BRAXTON BEACHAM, <i>Orlando.</i>
GEORGIA	Dr. ANDREW M. SOULE, <i>Athens.</i>
IDAHO	R. E. BICKNELL, <i>Boise.</i>
ILLINOIS	HARRY A. WHEELER, <i>Chicago.</i>
INDIANA	Dr. HARRY E. BARNARD, <i>Indianapolis.</i>
IOWA	J. F. DEEMS, <i>Burlington.</i>
KANSAS	Dr. HENRY J. WATERS, <i>Manhattan.</i>
KENTUCKY	FRED M. SACKETT, <i>Louisville.</i>
LOUISIANA	JOHN M. PARKER, <i>New Orleans.</i>
MAINE	Dr. LEON G. MERRILL, <i>Orono.</i>
MARYLAND	EDWIN G. BAETGER, <i>Baltimore.</i>
MASSACHUSETTS	HENRY B. ENDICOTT, <i>Boston.</i>
MICHIGAN	G. W. PRESCOTT, <i>Lansing.</i>
MINNESOTA	A. D. WILSON, <i>St. Paul.</i>
MISSISSIPPI	P. M. HARDING, <i>Vicksburg.</i>
MONTANA	Prof. ALFRED ATKINSON, <i>Bozeman.</i>
NEBRASKA	GURDON W. WATTLES, <i>Omaha.</i>
NEVADA	HENRY M. HOYT, <i>Reno.</i>
NEW HAMPSHIRE	HUNTLEY N. SPAULDING, <i>Concord.</i>
NEW JERSEY	J. T. FIELDER (Hon.), <i>Jersey City.</i>
NEW MEXICO	RALPH C. ELY, <i>Santa Fe.</i>
NORTH CAROLINA	HENRY A. PAGE, <i>Aberdeen.</i>
NORTH DAKOTA	Dr. EDWIN F. LADD, <i>Fargo.</i>
OHIO	FRED CROXTON, <i>Columbus.</i>
OKLAHOMA	Dr. STRATTON D. BROOKS, <i>Norman.</i>
OREGON	W. B. AYER, <i>Portland.</i>
PENNSYLVANIA	HOWARD HEINZ, <i>Philadelphia.</i>
RHODE ISLAND	ALFRED M. COATS, <i>Providence.</i>
SOUTH CAROLINA	DAVID R. COKER, <i>Columbia.</i>
TENNESSEE	Prof. H. H. MORGAN, <i>Nashville.</i>
UTAH	W. W. ARMSTRONG, <i>Salt Lake City.</i>
VERMONT	JAMES HARTNESS, <i>Springfield.</i>
WASHINGTON	CHARLES HEBBERD, <i>Spokane.</i>
WEST VIRGINIA	EARL W. OGLEBAY, <i>Wheeling.</i>
WISCONSIN	MAGNUS SWENSON, <i>Madison.</i>
WYOMING	THEODORE C. DIERS, <i>Sheridan.</i>

SUGGESTIONS FOR EXHIBITORS

What Is an Exhibit ?

In using the term "exhibit" a distinction between two types should be made.

First, there are exhibits that aim to present facts and ideas in quick, striking, and readily understood form.

Second, there are exhibits that call for close examination and possibly a familiarity with technical terms and methods. This type includes diagrams, statistical charts, heavily worded placards, specimens in jars with typewritten labels, blue prints, documents, etc.

The suggestions below have to do only with the first and more popular type.

Some Advance Tests of a Successful Exhibit

Will it attract the attention of passing visitors and cause them to stop ?

Will it hold their interest until they have grasped the essential facts contained in it ?

Will people talk about it afterwards ?

If advice is given, is it so presented as to lead people to act on it ?

The exhibitor in assembling his graphic material should continually be asking himself such questions and be trying to measure up to such tests.

Kinds of Exhibit Material for Food Exhibits

Displays of food and utensils.

Posters or panels.

Labels.

Pictures, as cartoons, photographs, and sketches.

Models.

Mechanical or moving devices.

Automatic stereopticons.

Panels

If a group of charts, posters, or exhibit panels are used, they should have very few words on them, preferably not more than 25 on each.

If only one or two panels are used in a booth, visitors may be expected to look at a maximum of 60 to 75 words of interesting reading matter in large letters attractively displayed.

Use Labels for Objects

With every object or group of objects a label is needed to show—
What it is.

Why it is displayed.

Every object has a particular significance as an exhibit or it would not be displayed. If you leave it to the visitors to guess what the significance is, they are just as likely to guess wrong as right. They should be told *exactly*.

The Right Kind of Label

Don't use typewritten or hand-written labels. The letters are too small. Use at least half-inch letters, gummed or hand lettered by some one who can make neat, legible letters. Use cards large enough to allow for wide margins.

The Right Place for Labels

Where will you put the labels? This may seem a very small matter, but the contrary is true; it is so important in "getting your idea over" that you can not afford to do it wrongly.

Don't let your label conceal any exhibit or any part of one.

Don't let your exhibit conceal any part of your label.

Place the label so that anyone can readily tell to which object it belongs.

Quantity

It is vastly more important to make interesting and clear all that you do exhibit than it is to have a large display. Leave out some

things that *seem* to be important so that the *most* important exhibits won't be crowded.

One thing that "gets over" is much more valuable than two or three or four things that get only halfway over.

Selection

By all means do *not* put up something that has nothing to do with the subject just because it looks well, or because somebody asked to have it shown, or because it may be important in itself. Even though everybody ought to be persuaded to kill the flies, there is no place for a "Swat the Fly" poster in an exhibit on "Balanced Diet," for example.

Arrangement

Have a starting point and a given direction to follow. Put up a sign "Begin Here" and have some one say the words also. Use numbers or arrows to guide people in the right direction.

Place every exhibit as nearly as possible within range of the sight of standing persons, and use ropes or railings to keep people from coming so close as to cut off the view of other persons unnecessarily. Nothing should be placed so low or so high as to make it awkward for visitors to look at it.

If you expect a crowd, any tables carrying exhibits should be raised a foot or so from the floor, and if possible demonstrators should stand on platforms of the same height.

The exhibits will be arranged so that those relating to one idea will be grouped together and distinctly separated from those which relate to another idea.

If you have a series of tables or a long counter on which are displays of food, you can separate the groups of foods by a space between tables or a broad colored tape or cardboard fence stretched across a table between groups.



SLOGANS

*We can not preserve Freedom unless we conserve food.
Victory abroad is being weighed upon grocer's scales at home.
Take care of the little wastes and the big war will take care of itself.
We'll beat 'em with wheat and meat.
A little deprivation now to prevent much privation later.
When you fill the garbage pail you feed famine.
The wheat and meat we do not eat
May save the Great Cause from defeat.
We won't win if we waste.
An army must be both well led and well fed.*

EMERGENCY BREAD
IT'S GOOD TO EAT
—AND—
IT SAVES THE WHEAT



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